

# **Curriculum Vitae**

**Harvey Robert Levenson, Ph. D.**  
**Professor and Department Head**  
**Graphic Communication Department**  
**California Polytechnic State University**  
**San Luis Obispo, California 93407**

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## **EDUCATION**

Ph. D., Rhetoric and Communication, Department of Speech and Theatre Arts, University of Pittsburgh, Pittsburgh, Pennsylvania

M. S., Printing Management and Journalism, Department of Journalism and Mass Communication, South Dakota State University, Brookings, South Dakota.

B. S., Printing, School of Graphic Arts and Photography, Rochester Institute of Technology, Rochester, New York.

A. A. S., Graphic Arts and Advertising Technology, New York City Community College (now New York City Technical College), Brooklyn, New York.

## **PROFESSIONAL**

Department Head and Professor  
Graphic Communication Department  
California Polytechnic State University  
San Luis Obispo, Calif. 93407  
*August, 1983 - present*

Chair and Associate Professor  
Division of Graphics, Design, and Communication  
La Roche College  
9000 Babcock Boulevard  
Pittsburgh, Penna. 15237  
*January, 1976 - June, 1983*

Associate Director  
Technical Services Department  
Graphic Arts Technical Foundation  
4615 Forbes Avenue  
Pittsburgh, Penna. 15213  
*August, 1968 - December, 1975*

Various positions in graphic communication and advertising media planning and preparation in New York City.  
*1961 - 1965*

## ACHIEVEMENTS AND PHILOSOPHY

### California Polytechnic State University: August 1983 - Present

My perspective on heading a department with over 50 years of successful education and professional placement of its students is to pursue change thoughtfully. I maintain the perspective that changes made in curriculum, laboratories, and staffing should not jeopardize the foundation and role of a program that has risen to national prominence, but should add to the program's ability to build on its reputation in the years ahead.

**Philosophy:** I believe that a university is a place for individuals to experience ideal conditions. It should be the mission of a university to pursue ideal conditions in programs, research, and laboratories. I realize, however, that there are frequently constraints that make the pursuit of ideals a dynamic process requiring on-going change. Thus, change and the experiments, trials, successes and failures that go with it, must be the rule, not the exception, and require the support of administration, faculty, and staff participating in the pursuit of ideals.

My **accomplishments** at Cal Poly fall into six categories:

- (1) Budget Management and Planning
- (2) Faculty Development,
- (3) Industry and Professional Relations,
- (4) Development and Laboratory Improvements,
- (5) Student Relationships,
- (6) Teaching Effectiveness,

**Budget Management and Planning:** I plan and monitor the department's budget on a regular basis. This involves a reporting system that displays initial, or adjusted, budget allocations, and present "bottom-line" expenditures for all budget categories. I have instituted a system whereby a discretionary portion of the budget is allocated to each faculty member for professional development. Hence, each faculty member has her or his own account that is added to as discretionary funds are raised. This gives the faculty personal responsibility in managing their own budget and planning their professional development.

**Faculty Development:** I encourage and support faculty participation in national and international conferences, seminars and workshops, and I encourage faculty proposals for assigned time and sabbaticals. I also encourage faculty research and presentations at seminars, workshops and conferences. Department faculty members are often found traveling around the country and even the world pursuing development opportunities to make them better professors. Many of these opportunities have resulted from grants provided by private corporations and professional associations.

**Industry and Professional Relations:** I have extended my department's reach to all major national associations and foundations in the graphic communication profession. This has resulted in joint programs with such groups in the form of seminars, workshops, conferences, research, testing and other activities associated with development needs of the profession. My outreach has extended to the area of literacy. As founder of the Graphic Arts Literacy Alliance and former chair of the board, I am involved in programs to reduce illiteracy and apathy towards print media in the nation.

**Development and Laboratory Improvements:** I have completed and supported faculty negotiations with equipment and supply manufacturers for contributions of millions of dollars of state-of-the-art technology for the department's laboratories. Under the Graphic

Communication "Partners in Education" program, the department has a growing endowment which is among the largest of any individual department at Cal Poly. The endowment has grown to a point of ensuring the continued growth and development of the department's faculty, staff, curriculum, and laboratories. I have spearheaded and supported faculty industry-relations efforts resulting in over \$10 million in gifts and grants alone. In 1996, my department's development efforts made the College of Liberal Arts the university's development leader for that year. And the college has retained its leadership role in development due primarily to the efforts of the Graphic Communication department. All of the contributions were to support program improvement and teaching effectiveness of the faculty.

**Student Relationships:** I encourage scholarship and intellectual pursuit among the students. I do this by establishing and maintaining rigorous, but achievable, standards of performance. I have encouraged valid research and clear, intelligent presentations in classes. I also advise a student research and scholarship group (TAGA student chapter) having the purpose of discussing science and research in the students' field of study. This group also publishes an annual journal of student work that is presented annually at an international competition.

Another student program I initiated is called "Graduate School Day." This program encourages students to consider graduate school upon receiving their Bachelor's degree or after a few years of work experience. The program involves a visit by a representative from a university having a graduate program in graphic arts or related disciplines. To date, visits were made by Rochester Institute of Technology, New York University, Arizona State University, and Clemson University.

**Teaching Effectiveness:** I annually modify my courses to reflect improved pedagogical approaches and updated content and I encourage all faculty members to do the same. In my Research Methods Class I have introduced components on computerized literature and abstract searches using the Internet, I have added components on campus statistical resources, and on improved writing skills. In these three areas I use the services of Kennedy Library's Reference Department, the Statistics Department Statistical Consulting Service, and the Cal Poly Writing Lab. In my Introduction to Graphic Communication Class, I have updated textbooks in the past five years, and in my New Technologies in Graphic Communication Class, I regularly add content to reflect the rapidly changing technologies and issues in the graphic communication profession. Along with my regular classes, I supervise Senior Projects and Special Problems. I have supervised Cooperative Education students, and also taught Applied Graphic Communication Practices. My teaching effectiveness is reflected by my above average student evaluations of my classes. I achieve this in spite my attending to department head duties and increasing my class sizes to enhance student throughput. For example, I have opened my Introduction to Graphic Communication class to as many as 125 students. I have introduced my classes to interactive Internet lectures, called "cyberlectures," at times when I am on university travel commitments.

A general goal that I have established is to enhance the validity of graphic communication as an academic discipline and profession. This is achievable through continued excellence in teaching, research, faculty presentations at seminars and conferences, increased participation in professional consulting and through participation on department, college, and university committees. I actively support each of these activities and also participate in them.

For the work I have done to improve academic conditions and standards at Cal Poly and to establish a standard for graphic communication education nationally, I received the Graphic Arts Technical Foundation "Award of Excellence." This is an annual award given to the individual who has made the most significant contribution to education in the field. I received a Cal Poly award for Meritorious Performance and Professional Promise. This award was given for distinguished service to the university and for dedication to the university's mission. I received the U. S. Government's highest civilian award, the "Distinguished Service Award" for chairing the Academic Advisory Council of the Public Printer of the United States and for involving the U. S. Government Printing Office in issues related to literacy. I was honored by an invitation to The White House by the President of the United States and the First Lady for my work to mobilize the North American printing and publishing industry to support "grass root" literacy initiatives. The Technical Association of the Graphic Arts student research paper award was named after me. I received a Cal Poly Performance Salary Step Increase award given for meritorious teaching and a record of service and professional accomplishments, and have received other faculty meritorious performance awards.

### **La Roche College: January, 1976 - June, 1983**

La Roche College is a "four-year" college offering the baccalaureate and masters degree in liberal arts and professional areas.

I was hired by La Roche College to establish programs that would result in viable and meaningful career opportunities for its graduates. My major contribution to La Roche was the development of three such programs: one in Graphic Arts, one in Graphic Design, and the third in Communication. The success of these programs is evident by graduates of the Graphics, Design, and Communication Division of the college being employed by many companies in Pennsylvania and in other states.

The Division has gained prominence. One indication of this is the large number of out-of-state applicants to the program relative to other programs at the college. Achieving national exposure involved: (1) keeping professional journals abreast of what we were doing; (2) solicitations of contributions of equipment and supplies from the national graphic arts profession; (3) attending national conferences, expositions and workshops that provided the opportunity to speak personally with industry leaders about La Roche College programs; (4) participating in speaking engagements for industry groups around the nation; (5) maintaining active memberships in national professional and academic organizations.

Much of my time in developing the Communication program was spent forming its philosophy, structure, and course guides. While the program serves many communications disciplines, its focus is on organizational, interpersonal, corporate, and mass communication. Due to the interdisciplinary nature of this program it required close coordination with faculty and chairs of other divisions prior to its acceptance by the Academic Senate.

During my years at La Roche College, my teaching responsibilities spanned four academic areas: Graphic Arts, Communication, Administration and Management, and Human Resources Management (HRM). The focus of my last course development at La Roche was in Communication and HRM. HRM is a graduate program and I devoted much time to the development of a graduate course: Organizational Communication.

Although I chaired the Graphics, Design, and Communication Division, my main concern as an academician and division chair was to ensure that students received a high quality

education that did justice to their professional and academic development while also meeting the liberal arts missions, objectives, and goals of the College. This was achieved by teaching each course from a position of strength which means that all faculty members in the division remained current in the developments, structure, and research in the fields which were taught. I am also sensitive to the importance of communication skills in all areas, and I believe that my students at La Roche would attest to the fact that the importance of clear writing and articulate speaking was emphasized in each of my courses. This philosophy was pervasive in all courses in the division that I chaired. I would bring this philosophy to any position that I may hold.

As Chair of the Graphics, Design, and Communication Division, I was responsible for a staff of full-time and adjunct faculty members, and all hiring, scheduling, purchasing and budget management of the division. In the Communication area, which was new, I developed a qualified faculty of full-time and part-time teachers, planned the development of a laboratory, and I established an advisory committee of educators and professionals to monitor the program's direction.

### **Graphic Arts Technical Foundation (GATF): 1968-1976**

Between 1968 and 1976 I was involved in administration, technical services, education, and research for GATF. GATF is a leader in graphic arts research and education in printing, publishing, and other graphic communication fields. As such, the standards for research, education, and professional development at GATF are parallel to those of major industry associations, research organizations, and academic institutions.

I was an Associate Director at GATF and responsible for managing the activities of a staff of professionals at the Foundation's headquarters and in other cities. These activities included program and publication development, professional development, scheduling of technical auditing and testing, and technical report preparation. I was also responsible for designing, coordinating, and conducting technical audits and for performing technical consulting for GATF member organizations in North America and abroad.

An outcome of GATF's research, consulting, product evaluations, and testing is published papers and textbooks, and professional seminars and workshops. While at GATF I published six papers and one textbook.

I also was the architect of several seminars and workshops on a variety of subjects and was responsible for coordinating and presenting them. These educational programs were designed for professionals on the management and technical levels of the graphic arts, and ranged in length from one day to three days. These programs were also conducted throughout North America and abroad.

### **Summary**

I believe that my accomplishments as an academic chair and department head result from pursuing just and professional relationships with faculty and staff members, and in striving to maintain clear channels of upward and downward communication. Personally, I subscribe to an administration and management philosophy that includes:

- (1) Management by "exception," i.e., allowing decisions to be made at the lowest appropriate level.
- (2) Emphasizing the importance of complete staff work.
- (3) Supporting and promoting the concept of academic freedom.
- (4) Focusing on outcomes achieved through acceptable processes.

- (5) Helping individuals to maximize their strengths and minimize weaknesses.
- (6) Surrounding myself with qualified staff and delegating responsibility and authority.
- (7) Maintaining open channels of upward and downward communication, telephone communication, and electronic communication.
- (8) Maintaining an "open door" policy whenever possible for students, faculty and staff members.
- (9) Encouraging an atmosphere of no secrets and no surprises.
- (10) Complimenting the individual when tasks are accomplished as planned and looking first to "system" breakdowns when they are not.
- (11) Maintaining sound management controls in achieving balanced budgets.

I believe that my record as an academic administrator, professor, scholar, researcher, and administrator, and particularly my service to the universities and other organizations I have been affiliated with, is an indication of my commitment to excellence in education, management, technology, human resource development, and training.

### PUBLICATIONS, PAPERS, BOOKS, ARTICLES, LETTERS

Levenson, Harvey Robert, "Industry, Scholarship, Community: Part of Cal Poly's GrC Education, Print-Equip News, July 2001, pp. 20-21.

Levenson, Harvey Robert, "Graphic Arts in the 21<sup>st</sup> Century: Education and Training" (Part I), The Prepress Bulletin, May/June 2001, pp. 38-40.

Levenson, Harvey Robert, "Graphic Arts Patents – The International Picture," Visual Communications Journal, 2001, (Refereed paper).

Levenson, Harvey Robert and Henry "Red" Heesch, "Graphic Communication Education and Training: A Vision for the 21<sup>st</sup> Century," GATFWorld - Graphic Arts Technical Foundation Technology Forecast, to be published in February, 2001.

Levenson, Harvey Robert, "DRUPA 2000: Cyberintegration," News of the Graphic Arts Industry, Moscow, Russia, No. 17, 2000.

Levenson, Harvey Robert, "Digital Presses at DRUPA 2000," News of the Graphic Arts Industry, Moscow, Russia, No. 16, 2000.

Levenson, Harvey R., "Organizational Communication and Technological Change," GATFWorld, Vol. 12, No. 2, March/April, 2000, pp. 25-26.

Levenson, Harvey Robert, Understanding Graphic Communication: Selected Readings, GATF Press, Graphic Arts Technical Foundation, Sewickley, PA, (March, 2000), 254 pp.

Levenson, Harvey Robert, "With Technology, Past is Prologue," Xploration, Vol. XI, No. 2, Fall, 1999, pp. 13-16.

Levenson, Harvey R., Graphic Arts and Desktop Publishing Pocket Dictionary, Summa Books, Thousand Oaks, CA, 1996, 256 pp.

Levenson, Harvey R., "The Financial Crisis in Graphic Arts Education," Gravure, Spring, 1995, pp. 35-37.

Levenson, Harvey R., "Endowing Graphic Arts Education," GATFWorld, Pittsburgh, PA, January/February, 1995, pp. 5-6.

Levenson, Harvey R., Complete Dictionary of Graphic Arts and Desktop Publishing Terminology: With an Overview of on Industry Growth and Technology, Summa Books, Thousand Oaks, CA, 1994, 271 pp.

Levenson, Harvey R., "Graphic Arts Laboratory in the Year 2000," GATFWorld, Graphic Arts Technical Foundation, Pittsburgh, PA, July/August, 1994, pp. 4-5.

Levenson, Harvey R., "Electronic-Digital Photography," 1994 Technology Forecast, Graphic Arts Technical Foundation, Pittsburgh, PA, 1994, pp. 10-12.

Levenson, Harvey R., "Multimedia," 1994 Technology Forecast, Graphic Arts Technical Foundation, Pittsburgh, PA, 1994, pp. 14-16.

Levenson, Harvey R. and Megan R. Sullivan, "Color Electronic Prepress Systems: Developer/User Survey," TAGA Proceedings, Technical Association of the Graphic Arts, Rochester, NY, 1992.

Levenson, Harvey R., Edit., "Literacy and Print Media," Graphic Arts Literacy Alliance, Pittsburgh, PA, 1991.

Levenson, Harvey R. and Jack Simich, "What Every Student Should Know About Illiteracy in the United States," (Prepared for the national professional press and for publications aimed at high school students), March, 1990.

Levenson, Harvey R., "Functional Illiteracy is Slowing America Down," (Published Interview), Print & Graphics, January, 1990.

Levenson, Harvey R., "Literacy is the Cornerstone of our Freedom," San Luis Obispo County (California) Telegram-Tribune, December 13, 1989.

Levenson, Harvey R., "Erase Illiteracy...Here's Your Chance to Make a Difference," Image World, Rochester Institute of Technology, 12/89.

Levenson, Harvey R., "The Power of Print in America," Printing Impressions, 4/89.

Levenson, Harvey R., "The Role That Printing Plays in Society," (Letter, reprinted as an article under different titles in several publications including: "Print as a Medium Must Be the Message," Graphic Communications World, 1/25/88; "The Printing Industry's Image," Printing Journal, 2/88; "Attracting the Nation's Youth to the Printing Industry," Journal of Forms Management, May - July, 1988), Printing Impressions, 9/87.

Levenson, Harvey R., "The Case of Miscommunication," Inplant Reproductions & Electronic Publishing, 1/87.

Apfelberg, Herschel; DeJidas, Lloyd, and Harvey Levenson, "Preventive Quality Control: Sheetfed and Web Pressrooms," Technical Services Report, Graphic Arts Technical Foundation, Pittsburgh, PA, 1986.

Levenson, Harvey R., "The Gravure Industry Sets an Example," Gravure Bulletin, The Gravure Association of America, No. 2, Summer, 1985.

Levenson, Harvey R., "From McLuhan to Wilkens: Bridging the Technologies of Design, Print, and Telecommunications at Cal Poly," The Prepress Bulletin, July/August, 1985.

Levenson, Harvey R., "Technological Transitions in Graphic Communications: A Historical Perspective," Printed Letters (a monograph), Vol. 1, No. 3, Printing Industries of America, Arlington, VA, 1985.

Levenson, Harvey R., (Contributing author), "Education and Training in the Graphic Arts--1985-1990: The GATF Manpower Study," (Book), Techno-Economic Forecast 26, Graphic Arts Technical Foundation, Pittsburgh, PA, 1985.

Hanks, William; Levenson, Harvey R. and Terry Pickett, "Citizen Involvement in Government Decision Making," presented at the International Communication Association (ICA) Annual Conference, Boston, 1982.

Levenson, Harvey R., "In Search of a Unity of Theory Between Behaviorism and Psychological Phenomenology for Explaining Human Behavior," Working Papers in Rhetoric and Communication, Vol. I, No. 1, Department of Speech and Theatre Arts, University of Pittsburgh, Pittsburgh, PA, Winter, 1979.

Benevento, Frank; Levenson, Harvey R., and Daniel Makuta, Art and Copy Preparation: An Introduction to Phototypesetting, Graphic Arts Technical Foundation, Pittsburgh, PA, (Library of Congress Catalog Card Number: 74-81523 ISBN 0-88362-066-5), 1974.

Levenson, Harvey R., "Multi-Color Overlay System: A New Copy Preparation Approach for the Artist," Technical Services Report, No. 19, Graphic Arts Technical Foundation, Pittsburgh, PA, September, 1974.

DeJidas, Lloyd and Harvey R. Levenson, "Maintaining Production With Substitute Materials," Technical Services Report, No. 18, Graphic Arts Technical Foundation, Pittsburgh, PA, July, 1974.

Levenson, Harvey R., "Sheet-Fed Printing of Lightweight Papers," Technical Services Report, Vol. 5, No. 3, Graphic Arts Technical Foundation, Pittsburgh, PA, October, 1972, (reprinted in Printing Management Magazine, April, 1973).

Levenson, Harvey R., "Preventive Quality Control: Sheet-Fed Pressroom," Technical Services Report, Vol. 4, No. 4, Graphic Arts Technical Foundation., Pittsburgh, PA, August, 1971.

Levenson, Harvey R., "GATF Reviews Solutions to Paper Generated Hickeys," Technical Services Report, Vol. 3, No. 3, Graphic Arts Tech. Foundation., Pittsburgh, PA, November, 1970.

Levenson, Harvey R., "Removal of Moisture from Compressed Air Supplies," Technical Services Report, Vol. 3, No. 1, Graphic Arts Technical Foundation., Pittsburgh, PA, June, 1970.

### **TELEVISION APPEARANCES AND RADIO PRESENTATIONS**

KCBX-Radio, San Luis Obispo, CA: Participated in a program dealing with adult illiteracy locally and nationally.

FYI-QUBE-TV, Warner Cable Corporation, Pittsburgh, PA: Represented Pittsburgh Council on Higher Education (PCHE) to discuss the subject of telecourses via cable television.



Black Horizons, WQED-TV, Pittsburgh, PA: Participated on panel to discuss minority involvement in the City of Pittsburgh's cable television franchising process.

Campus Connections, KDKA-TV, Pittsburgh, PA: Moderated a program on Graphic Arts and Graphic Design Education at La Roche College.

**PROFESSIONAL, TECHNICAL, EDUCATIONAL ASSOCIATION  
MEMBERSHIPS AND APPOINTMENTS (Past and Present)**

Danforth Foundation-Faculty Associate

Graphic Arts Technical Foundation Education Department Steering Committee

Pittsburgh Advertising Club

Pittsburgh Radio and Television Club

Printing Industries Association of Western Pennsylvania

Speech Communication Association

Technical Association of the Pulp and Paper Industry

Technical Association of the Graphic Arts, formerly on Board of Directors

Technical Association of the Graphic Arts, former Chair of Student Chapters Committee

Technical Association of the Graphic Arts, former Chair of Electronic Pre-Press Committee

Technical Association of the Graphic Arts, Chair of Local Committee for 30th Anniversary Conference, 1978

Technical Association of the Graphic Arts, Chair of Local Committee for annual conference, 2001

Gravure Association of America

San Luis Obispo Literacy Council, Board of Directors

Academic Advisory Council of the U. S. Government Printing Office, Chair

Printing-Expo (professional exposition), chair

Graphic Arts Literacy Alliance, formerly Chairman of the Board

Accrediting Council for the Collegiate Graphic Communications, Board of Directors

Bangladesh Institute for Graphic Communication, Advisory Board

Electronic Document Systems Foundation, Advisory Board

## **PRESENTATIONS AND SPEAKING ENGAGEMENTS (1980 - Present)**

I participated in over 150 speaking engagements in printing and communication-related areas. This includes seminars, workshops, paper presentations, and conference talks. A list of these activities is available upon request.

## **CURRICULUM DEVELOPMENT**

As a Department Head at Cal Poly, I work with the faculty on all aspects of curriculum development. I participate in curriculum reform and regularly assist the faculty and provide advice as an ad hoc member of the department's curriculum committee. I also worked closely with the faculty curriculum committee in developing a Graphic Communication minor to support the curricular needs of other departments in the College of Liberal Arts.

## **PROJECTS AND RESEARCH**

As a Department Head at Cal Poly, I oversee or work closely with the faculty on all senior projects and most other student research in the department. I have assumed this responsibility in order to be acquainted with the topics under study and to have input into the scholarship and overall quality of the research taking place. To this end I have developed criteria for students to follow in executing scholarly research methods and project reports. A number of senior projects produced by my students have been presented at professional conferences and published in journals.

## **ADVISING**

As a Department Head at Cal Poly, I consider myself an advisor to all Graphic Communication Department students, and I personally advise the Student TAGA (Technical Association of the Graphic Arts) Research and Scholarship Committee. The committee's purpose is to address, via discussion and writing, current research and scholarly activities in the graphic communication profession.

Another aspect of my advising responsibility is to work with, along with a faculty advisor, a student managed and operated printing and publishing company. Called University Graphic Systems (UGS), this organization employs approximately 70 students and produces the campus daily newspaper and other printing required by some of the university's departments. Through UGS, Cal Poly is the only university in the nation that produces a daily newspaper, sometimes in full color, entirely on-campus and by students. The students control as much as \$500,000 in real money each year. While UGS does not interfere with the department's academic program, it provides the student employees with practical experience in running a business with all of its financial, management, personal, and production problems.

## **OTHER ACTIVITIES**

Some other teaching-related activities I have influenced include bringing to campus visitors and guest lecturers from the profession to meet with faculty and classes. I have also encouraged faculty symposia and special lectures by faculty, and several years ago I

developed and implemented a Distinguished Scholar Lecture Series. Additionally, I have prepared and submitted a position paper supporting foreign language study for all majors at Cal Poly. I have also offered the Graphic Communication Department as a resource and possible participant in international programs that the university is in and I participate in the Pacific Rim Institute. I have supported faculty and student participation in tours of the Italian printing and publishing industry sponsored by the Italian Trade Commission, and the European Study Program sponsored by Heidelberg West.

### **MEETINGS, CONFERENCES, WORKSHOPS, EXPOSITIONS (1980 - Present)**

I have attended over 300 graphic communication-related meetings, conferences, workshops, and expositions. A list of these activities is available upon request.

### **MAJOR CONSULTING PROJECTS**

Oppenheimer, Wolff & Donnelly, Palo Alto, Calif., (Representing Markzware), Expert witness on preflighting software for the graphic arts.

Hurst Chemical Company and Hurst Graphics, Los Angeles, Calif., consulting on market opportunities for direct-to-plate imaging technology.

Arter & Hadden, Irvine, Calif., (representing The Upper Deck Company). Expert witness on printing on plastic substrates.

Kenyon & Kenyon, New York, NY (representing Heidelberg Druckmaschinen, GERMANY), Expert Witness on patent infringements.

Lakeshore Learning Materials, Carson, Calif., Expert Witness on print quality of catalogs.

Kearney, Bistline & Cohoon, Los Angeles, Calif., (representing Toppan Printing Company, JAPAN), Expert Witness regarding color transparency quality related to the print quality of a travel booklet for a national account.

Base-Line Graphic Arts Products, Auburn, Wash., Strategic decision consultation on development and marketing of new product lines.

The Knowledge Company, Silver Spring, Maryland, Evaluation of Professional Graphic Arts Credentials for Foreign Nationals.

Treasure Chest Advertising Company, Glendora, Calif., In-plant Training Program for Classroom and On-site Training.

Scientific Games, Inc., Atlanta, Georgia, Feasibility Study on the Acquisition of a 15 Station Press for Printing "Scratch-Off" Lottery Tickets.

Compage, Inc., San Francisco, Calif., Development of International Printing Standards for Apple Computer Company.

Coastal Dining Club, Grover City, Calif. and The Image Factory, Santa Maria, CA, Feasibility Study on the Acquisition of Haagen Printing Company.

The Coca-Cola Company, Atlanta, Georgia, Analysis of Annual Report Production.

Mike Roberts Color Productions, Oakland, Calif, Technical and Communication Audit.  
Ad/Vent Grafx (subsidiary of Southwest Bell), Dallas, Texas, Market Opportunity Study.  
"Reader" for Delmar Publishing, Albany, New York.

### **HONORS AND AWARDS**

Danforth Foundation Faculty Associate.

Graphic Arts Technical Foundation "Award of Excellence."

U. S. Government Printing Office "Distinguished Service Award."

San Luis Obispo (Calif.) Economic Opportunity Commission "Board Member of the Year."

California Polytechnic State University "Meritorious Performance and Professional Promise Award."

Technical Association of the Graphic Arts has established an annual student research award entitled: "\$1,000 Harvey R. Levenson Student Paper Award."

Selected to moderate a news conference on literacy for Dr. Lauro Cavazos when he was Secretary of the United States Department of Education.

Acknowledged by Mrs. Barbara Bush, former "First Lady of the United States," for supporting the nation's literacy efforts.

Invited to The White House by former President George Bush to participate in the National Literacy Honors Program.

Printing Industries Association of Southern California, Industry Service Award (for promoting literacy and the graphic arts).

California Polytechnic State University various meritorious performance awards (for meritorious teaching and a record of service and professional accomplishments).

Elected to the "Society of Fellows," for contributions made toward the advancement of graphic arts technology, Graphic Arts Technical Foundation, Sewickley, PA.

### **UNIVERSITY COMMITTEES**

#### **Cal Poly**

Academic Senate University-wide Committee on Intellectual Property

Pacific Rim Group

College of Liberal Arts Computer Committee

College of Liberal Arts Computer Technician Search Committee

College Strategic Planning Committee

President's Cabinet Committee for Resources and Development

Western Association of Schools and Colleges (WASC) Accreditation Committee

International Agricultural Development Program Committee

Academic Senate General Width and Breadth, Technology Subcommittee

Search Committee for Upward Bound Program Director

University Logo Committee

Instructional Department Head Council

Search Committee for Dean, School of Professional Studies and Education

Academic Senate Long Range Planning Committee

Academic Senate General Education and Breadth Committee

University Commencement Speaker Selection Committee

Diversity Design Contest

President's University Advancement Forum

Writing Proficiency Exam reader

College of Liberal Arts Search Committee of a computer technician

College of Liberal Arts committee for a Multimedia Masters degree

Interdisciplinary coordination of publication of book entitled "Folk Photography—Poem's I've Never Written."

Tom Flores Golf Tournament committee

As Department Head am ex-officio on all department administrative committees including Curriculum, Budgets, Laboratory Development, Fund Raising, Faculty and Staff Development, Industry Relations, Staffing and Productivity, and Recruiting.

### **La Roche College**

Chair of Committee on Quality Undergraduate Education (QUE)

Search committees for Academic Dean, Humanities faculty, Administration and Management faculty, Graphics, Design, and Communication faculty, Natural Sciences faculty

Pittsburgh Council on Higher Education (PCHE) Television Consortium

Human Resources Management (HRM) Graduate Program Steering Committee  
President's Planning Commission  
Acting Chair for Communication Program Steering Committee  
Curriculum Review Committee  
Student Honors Committee

## **COMMUNITY SERVICE**

### **San Luis Obispo (County), CA**

San Luis Obispo County Media Task Force, elected by the City Council of the City of Atascadero, Calif.

Serving on Graphic Arts ROP Advisory Board for Atascadero (Calif.) High School.

Atascadero Babe Ruth Baseball League development of programs for Tournaments hosted by Atascadero.

Coordination of a proposal for an "electronic university" for the City of Paso Robles, Calif.

Board of Directors member of the Atascadero Sox semi-pro baseball team.

Presentations to various service clubs, e.g., Kiwanis, Rotary, Lions, ALTRUSA, on Literacy in the United States, California, and San Luis Obispo County.

Advisor to the local Mozart Festival on matters pertaining to the publication and printing of brochures and other literature needed for the Festival.

Den Leader, Atascadero, Calif., Cub Scout Pack 153.

Board of Directors member, San Luis Obispo Literacy Council.

Coordinator and coach, Monterey Road Elementary School and Atascadero Junior High School, Atascadero, Calif., Chess Team.

Sponsor, Atascadero, Calif., Youth Little League.

Statistician and Photographer, Atascadero, Calif., Youth Football.

Chair, Fund Raising Committee, Atascadero, Calif., Boy Scout Troop 153.

Council Member, Monterey Rd. Elementary School Site Council, Atascadero, Calif.

### **Pittsburgh, PA**

Advisor in the Development of Women In Graphics, a Pittsburgh organization to enhance the status of local women in the graphic arts and related fields.

Presented a position paper for a City Council public hearing regarding a cable television ordinance for the City of Pittsburgh.

Assisted the Bureau of Cable Communication, City of Pittsburgh, in reviewing Requests For Proposals (RFP) and other documents related to the City of Pittsburgh cable television franchise.

Advisor to individuals and groups wanting to develop community communication television programming.

Advisor to the Town Council, Town of McCandless regarding the renegotiating of its cable television franchise.

Member of the Pittsburgh Council on Higher Education. Television Consortium and Chair of its Needs Analysis subcommittee which surveyed citizen interests in telecourses.

Coordinator of Professional Explorer Post which focused on careers in graphic arts, graphic design, architecture, and communication.